

## KFC Africa appoints new marketing director

KFC Africa has announced the promotion of Thabisa Mkhwanazi as the new marketing director. Thabisa joined the KFC team three years ago as marketing manager working on amongst others KFC's key product sector- the Streetwise portfolio.

As the new marketing director, Thabisa will assume a larger strategic marketing role and will be responsible for delivering a step change in how KFC engages with consumers. Through her leadership of the consumer engagement team she will be focused on developing work that is deeply rooted in consumer insights.

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